Amendments to the Specification

Please amend the paragraph on pg. 20, lines 10-26 as follows:

In an additional implementation, the commercial entity may make a general broadcast and the wireless device 602 shown in FIG. 12, which has many of the same components of the wireless device 2 in FIG. 1, including a display 608, locator 614, PIM client 620, input mechanism 616, and communication layer 612. The wireless device 602 in FIG. 12 further includes an advertiser filter 622 to determine whether to present the broadcasted message to the user. FIG. 13 illustrates logic implemented in the wireless device 602 advertiser filter 622 to determine whether to allow a multicasted commercial message to be presented to the user of the wireless device 602. Control begins at block 650 upon receiving a commercial broadcast solicitation for a particular commercial entity, or non-commercial entity, for a time period. The advertiser filter 622 would then access (at block 652) user personal preference information maintained locally in the wireless device 602 or maintained in the user records 60 in the PIM database 22. If (at block 654) the broadcasted message includes code or terms that match a user defined personal preference, then the advertiser filter 622 processes (at block 656) user scheduled event records 62 (FIG. 3a) to determine whether no scheduled event entirely overlaps the time period included in the transmitted period of the duration during which the described services are offered. If (at block 658) the user is available during a time period specified in the commercial message, then the advertiser filter 622 presents (at block 660) the message to the user via the display 608.

Please amend the paragraph on pg. 22, line 17 to pg. 23, line 2 as follows:

FIG. 17 illustrates logic implemented in the event manager 724 to generate and present event information to park visitors having a wireless device 2 (FIG. 1). In one implementation, the event manager 726 may periodically process the visitor list 726 and at block 800 in FIG. 17 begin the process to provide event information to one user. At block 802, the event manager 726 accesses the most recent measured position record 54 (FIG. 3b) indicating the current position coordinate 84 of the visitor, as the measured position record data may be gathered frequently. For each event i on the event list 768 (FIG. 15) of the visitor record 760 for the considered visitor, a loop is performed at blocks 804 through 812. If (at block 806) the wait time 790 for event i, as indicated in the event record 730 for event i in the event table 728 (FIG.

14), does not exceed exceeds the wait threshold 738 for event i and if (at block 808) the visitor's current location as indicated by the position coordinate 84 of the accessed measured position record 54 (FIG. 3b) is within a predefined proximity to the event location 734, then event i is included (at block 810) in the list of potential events.

Please amend the paragraph on pg. 23, line 21 to pg. 24, line 2 as follows:

FIG. 19 illustrates logic implemented in the event manager 724 to generate visited event records 780 (FIG. 16) which provide information on the events visited. Control begins at block 900 upon detecting the visitor's entrance to one event by communicating with visitor wireless device 2 within the event boundary. The event manager 724 then generates (at block 902) a visited event record 780 (FIG. 16) having the visitor ID and current date 784. The event arrival time 788 is added (at block 904) to the generated record 780. Upon detecting (at block 906) the visitor's arrival at the geographic boundary of the actual event, e.g., ride, start of play, etc., the wait time 790 (FIG. 16) is calculated (at block 908) by subtracting the arrival time 788 from the current time. In this way, the event manager 724 can gather information on visitor presence at particular events 786 at different time periods within a day, including information on the wait time.

Please amend the paragraph on pg. 21, lines 20-21 as follows:

The park server 722 may also maintain an event table 728 including an event record 730] for each event at the park. Each event record [[703]] 730 includes:

Please amend the paragraph on pg. 22, lines 4-8 as follows:

FIG. 15 illustrates a format of a user record 760 maintained in the visitor database 722 that may be gathered for each visitor or group of visitors using a wireless device. The visitor record 760 includes a unique identifier 762 for a visitor, which may identify a visitor membership record, the number of visitors 764 utilizing the wireless device [[764]], contact information [[764]] 766, and an event list [[766]] 768 of the events the visitor wants to attend.